



## **Request for City Council Committee Action from the Department of Communications**

**Date:** Jan. 21, 2014

**To:** The Honorable John Quincy, Chair Ways & Means Committee

**Subject:** **Accept donation of digital billboard display time from Clear Channel Outdoor**

**Recommendation:** That the City Council accept donated digital billboard space from Clear Channel Outdoor for the purpose of communicating Snow Emergency information.

**Previous Directives:**

### **Department Information**

Prepared by: Casper Hill, Communications Dept., 673-2342

Approved by: \_\_\_\_\_

Sara Dietrich  
Director of Communications

Presenters in Committee: Bridgette Bornstein

### **Financial Impact**

- No financial impact

### **Supporting Information**

Clear Channel Outdoor, Inc., a national outdoor advertising company, operates 14 digital billboards within the Minneapolis city limits. These billboards rotate through displays electronically, making it possible to show several ads a minute.

From Oct. 1 through Dec. 31, 2013, Clear Channel Outdoor agreed to the pro bono use of its 12 digital billboards in Minneapolis to promote One Minneapolis One Read, elections, pet licensing, Beyond the Yellow Ribbon and Minneapolis Snow Emergency.